

# Salesforce Health Cloud: Revolutionizing Patient Engagement And Care Management

Uday Kumar Reddy Gangula

ukgangula@gmail.com

## Abstract:

Healthcare organizations shifted toward value-based, patient-centered models, which reveal the shortcomings of conventional health IT systems for delivering coordinated care. The research evaluates Salesforce Health Cloud as a patient relationship management (PRM) platform by examining its architectural design and functional capabilities and their impact on patient involvement. The analysis shows Health Cloud functions as a vital "system of engagement" that extends the capabilities of Electronic Health Records (EHRs) through unified patient data management. The platform achieves success by addressing three major implementation barriers, which consist of high costs, complex technical integration, and organizational change management requirements. The platform demonstrates how healthcare organizations achieve patient-centered digital transformation through their successful implementation rates.

**Index Terms:** Patient Engagement, Care Management, Healthcare CRM, Salesforce Health Cloud, Interoperability, Value-Based Care, Patient-Centered Care

## I. INTRODUCTION

The worldwide healthcare industry is shifting its focus from treating acute illnesses episodically to maintaining ongoing health management and wellness. The healthcare IT infrastructure faces new challenges because of regulatory pressures, changing patient expectations, and economic realities from an aging population with increasing chronic disease rates. [1] The healthcare industry is transitioning from fee-for-service reimbursement to value-based care models, which base payments on service volume. The new payment models link financial compensation to efficiency and quality of healthcare delivery, which focuses on achieving better patient outcomes and higher satisfaction rates. [2]

The transition has revealed long-standing fundamental issues within the healthcare delivery system. The healthcare system is fragmented because patient information is kept in separate "silos" by different providers and settings. This makes it difficult to coordinate care and incurs unnecessary costs. System interoperability is a significant issue because different IT systems fail to share and utilize information effectively. [3] The crucial function of patient engagement in enhancing health has been difficult to execute on a large scale, compelling patients to navigate intricate and impersonal systems autonomously. [1] The philosophical shift is most apparent in the evolution from clinicians inquiring, "What's the matter with you?" to a more holistic and collaborative approach that asks, "What matters to you?"

There is a big technology gap because old health IT, especially EHR systems that were mostly made for billing and clinical documentation, have a lot of problems. EHRs are great for keeping track of transactions, but they don't always work well as "systems of engagement" that can keep track of a patient's entire health journey. [4] Because of this gap, a new type of technology has emerged: the healthcare-specific Customer Relationship Management (CRM) platform, often referred to as a PRM system. These platforms don't want to replace the EHR; instead, they want to build on it by focusing on managing the patient relationship at all times. [5]

The research evaluates Salesforce Health Cloud as a premier platform in this emerging sector. Health Cloud was established in 2015 to apply customer relationship management principles to healthcare settings, aiming to improve relationships with patients. [6] This paper critically assesses the extent to which Salesforce Health Cloud affects patient engagement and care management. The assessment begins with an examination of contemporary healthcare challenges that necessitate this platform. The paper will do a thorough study of the Health Cloud's features and system architecture. The paper examines the platform's real-world effects by

using real-world examples and discusses the challenges associated with implementing it. It also compares it to established EHR systems and CRM competitors.

## II. THE MODERN HEALTHCARE LANDSCAPE: A CRISIS OF COORDINATION AND ENGAGEMENT

The value proposition of Salesforce Health Cloud requires analysis of its solutions in relation to existing systemic problems. The current healthcare system in the US faces many issues that limit the delivery of high-quality, efficient, patient-centered care. The healthcare industry faces challenges that stem from its historical development, payment systems, and cultural practices.

### A. The Fragmentation of Data and Care Delivery

The current healthcare system faces a significant problem due to its fragmented nature. The healthcare system operates through independent silos, which include primary care, specialty care, hospitals, post-acute care, and pharmacies, while maintaining inadequate information sharing between these settings. This structure was made possible by the fee-for-service payment model, which paid providers for providing numerous separate billable services instead of coordinated care episodes that led to better outcomes. [2]

The effects of this fragmentation are very bad. Patients must assume the role of their own care coordinators due to the lack of system coordination, necessitating the management of their own health requirements. [2] The lack of coordination leads to bad patient outcomes, medical mistakes, and a lot of costs that could have been avoided. The main issue arises from the high rate of hospital readmissions that could have been prevented. The research shows that 20% of Medicare beneficiaries who receive hospital care need readmission within thirty days of discharge because of poor post-discharge care coordination. [7] The problem gets worse because more and more people are specializing in certain areas, which makes healthcare delivery routes more fragmented. [8] Without a way to connect different care points, it is impossible to reach the goal of a unified, integrated health system.

The consequences of this situation are most severe for the increasing number of "unbefriended" or "unrepresented" patients who lack authorized surrogates to make medical choices. The term "adult orphans" was coined by researchers to describe this vulnerable group, which makes up approximately 16 percent of ICU patients. Patients without authorized representatives face major physical dangers because healthcare providers delay decisions due to liability concerns and simultaneously risk overtreating them. These patients remain in inappropriate care facilities for long periods because there is no established consent process that prevents their discharge. The population demonstrates how a system without a complete patient relationship and support network understanding fails to function properly. [9]

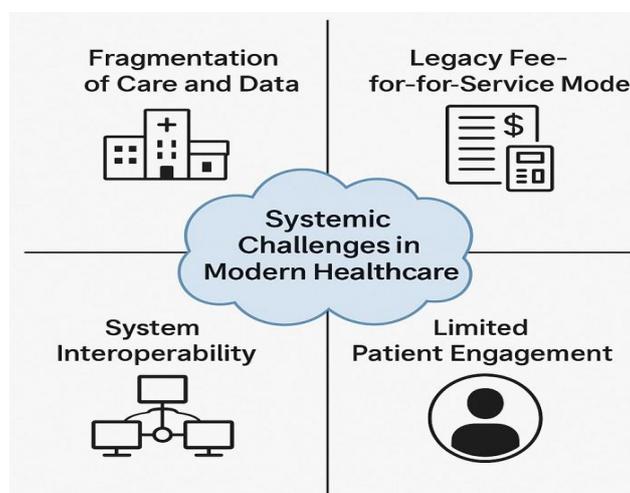


Fig. 1. Key systemic challenges hindering modern healthcare delivery

### B. Barriers to Meaningful Patient Engagement

Quality healthcare depends on patient engagement, which means patients' knowledge and skills combined

with their active participation in their health and care. [1] Patients who actively participate in their healthcare show better treatment adherence and adopt healthier behaviors, which leads to improved outcomes. [10] The medical community agrees on the importance of patient engagement, yet implementing meaningful engagement across large populations remains an extremely challenging task.

Multiple barriers exist that affect both patients and healthcare providers. Patients face three main obstacles to engagement, which include limited health literacy, economic challenges, and difficulties with digital technology. The combination of insufficient education, poor usability, and limited perceived value prevents patients from adopting patient portals even when these tools become available. [11]

The challenges faced by providers differ from those of patients, yet remain equally substantial. The HIMSS Analytics study showed a significant gap between clinicians understanding of engagement tools' benefits for patient safety and quality care and their doubts about these tools improving their work satisfaction and daily operations. The perception exists that numerous engagement tools create additional administrative work instead of reducing it. Healthcare organizations face an ongoing challenge to meet modern patient expectations because patients now demand personalized, digital-first, convenient experiences similar to those found in other industries. [10] The "engagement problem" represents more than a technology deficiency because it stems from poor communication and conflicting incentives and value perceptions between patients and healthcare service providers.

### ***C. The Complexities of Chronic and High-Acuity Care Management***

The problems of fragmentation and poor engagement become more severe when dealing with chronic disease and high-acuity care management. The number of people who have multiple chronic conditions (MCCs) continues to rise because they need sustained care coordination between multiple healthcare providers. [12] The healthcare system faces excessive costs and hospitalization rates because these patients are known as "high utilizers" or "frequent flyers." [13]

The management of this population requires special care approaches that traditional disease-specific models were not created to address. Patients with MCCs need to manage their illness-related responsibilities together with the heavy responsibility of their treatment regimen, which includes multiple medications (polypharmacy) and multiple specialist appointments. Polypharmacy creates a severe risk because research shows that 36% of older adults with MCCs take five or more medications, which heightens their chances of adverse drug interactions, hospitalizations, and death. [12]

The care of these complex patients follows single-disease treatment objectives because no single clinician understands the complete medical, behavioral, and social needs of the patient. [12] The transition process from hospital to home environment poses the greatest danger to patients. The rate of adverse events after hospital discharge reaches 25% for older adults because of inadequate coordination, poor medication reconciliation, and insufficient evaluation of home environment and support systems. [7] The effective care of these vulnerable patients demands a new care model that should be proactive, team-based, and based on a complete understanding of the whole person.

### ***D. The Regulatory and Technical Environment***

The healthcare industry has strict rules that protect patient information and maintain its confidentiality. The Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Health Information Technology for Economic and Clinical Health (HITECH) Act establish the rules for protecting protected health information. [2] To ensure compliance, any technology platform in this area must have robust security controls, including encryption, access controls, and audit trails-built in. [14]

The main technical challenge exceeds security requirements because of non-interoperable systems. The achievement of value-based care goals depends on the fundamental ability to send, receive, find, and use health data across different systems for care coordination and population health management. The health IT market has traditionally operated with proprietary systems which fail to exchange data easily, thus creating the data silos that affect the industry. Blockchain technology adoption as a solution to data standardization and security issues faces two major obstacles, which include high implementation expenses and user opposition. [3] The ongoing challenge demonstrates the immediate requirement for functional, scalable

platforms that can connect healthcare information systems to establish a unified healthcare network.

### III. SALESFORCE HEALTH CLOUD: ARCHITECTURE AND FUNCTIONAL ANALYSIS

Salesforce launched Health Cloud in 2015 as a solution to address the problems of fragmentation, poor engagement, and interoperability issues. The platform operates as a patient relationship management system, focusing on relationship management rather than record management. [5] The following analysis examines the platform architecture together with its core data model and essential care management and patient engagement capabilities.

#### A. *Architectural Model: A Patient Engagement Layer atop the CRM Core*

The architecture of Salesforce Health Cloud stands as a core element of its design. The application exists as a specialized industry solution that extends Service Cloud capabilities through the flexible core Salesforce platform. [6] This architectural choice is strategic. The system functions as a supplement to EHR systems because it cannot perform core clinical operations, including order entry and revenue cycle management. The system functions as an engagement platform that integrates with existing record systems, including EHRs from Epic and Cerner. [15]

The "surround the core" strategy enables healthcare organizations to utilize their existing EHR infrastructure investments by implementing a new patient-centric workflow system. The platform implements its patient-centric functionality through a healthcare-specific data model that includes standard and custom Salesforce objects for care plans, health conditions, insurance coverage, and clinical encounters. The data model maintains interoperability through its support of Health Level Seven (HL7) and Fast Healthcare Interoperability Resources (FHIR) standards, which enable data exchange with external systems. [4] The integration process relies on native APIs together with middleware solutions from partners like MuleSoft, which offer connectors and templates to extract data from major EHR systems. [14] Health Cloud functions as the central hub for patient relationship data through its architectural design, which does not require it to store all clinical information.

#### B. *The 360-Degree Patient View: Unifying Disparate Data Streams*

Health Cloud provides its main value through the creation of complete patient profiles that unite all relevant information. The system unifies data from individual care silos to generate one comprehensive patient profile, which enhances all interaction contexts. The system integrates data streams through the following sources:

- The EHR system provides clinical data that includes current health conditions, medications, allergies and immunizations, and lab results. [5]
- The system contains demographic and non-clinical data, which includes contact information, communication preferences, and social determinants of health. [6]
- The system collects Patient-Generated Health Data through connected medical devices and consumer wearables that include blood glucose monitors, smart scales, and activity trackers. [5]
- The system contains payer and insurance data, which includes patient health plan information, benefits, and preauthorization details. [16]

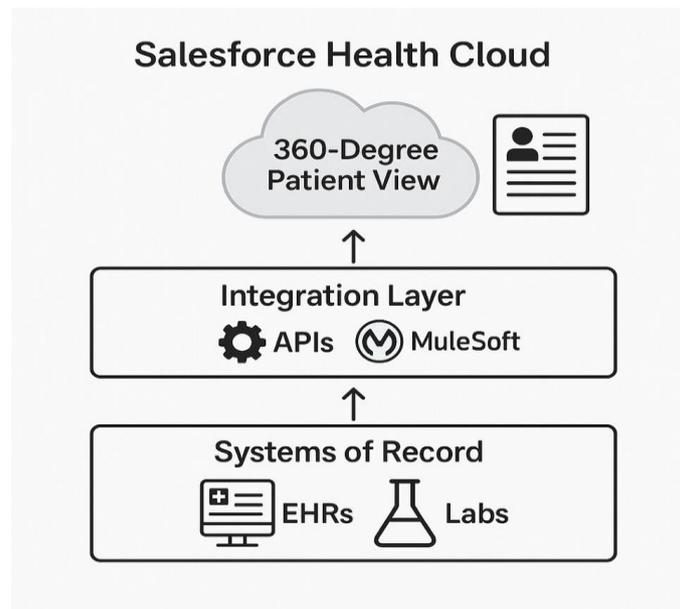


Fig. 2. Salesforce Health Cloud architecture connects fragmented data for a unified patient view

TABLE I- KEY CARE MANAGEMENT FEATURES IN SALESFORCE HEALTH CLOUD

Feature	Description	Benefit
<b>Personalized Care Plans</b>	Create patient-specific plans using templates or from scratch	Enables tailored, goal-oriented care for individual needs.
<b>Concurrent Care Plans</b>	Supports multiple active plans per patient, managed by different teams (e.g., diabetes, cardiology)	Facilitates coordinated, multidisciplinary care for complex cases.
<b>Risk Stratification</b>	Leverages Einstein Analytics to identify high-risk patients	Enables proactive care through targeted interventions.
<b>Care Team Network</b>	Maps professional and personal support networks	Enhances collaboration and offers a holistic patient view.
<b>Utilization Management</b>	Automates authorizations, referrals, and related processes	Reduces admin burden and improves care access efficiency.

The system delivers combined information to providers through an interface that is simple to use. The Patient Card shows vital patient details at a glance. The Health Timeline shows patient health history through a timeline format, which includes previous appointments, medications, and important life events. The Caregiver Map displays the entire support network of the patient, which includes primary care physicians, specialists, therapists, family members, or at-home caregivers. [5] Health Cloud combines various data streams to give providers the full context needed for improved decision-making.

### C. Tools for Proactive Care Management

The Health Cloud platform includes multiple tools that help healthcare providers deliver proactive, collaborative care management beyond basic data presentation. The unified patient view becomes an operational system through these tools, which helps enhance health results. The main features of the system are presented in Table I.

Care coordinators can develop and control individualized care plans that define particular patient issues, together with objectives and assignments. The platform enables Concurrent Care Plans for patients with multiple chronic conditions to let different care teams manage separate conditions for one patient through permission-based access control. [17] The system enables users to develop reusable templates that maintain standardized approaches to common conditions yet preserve individual customization options. [18]

The platform enables the development of customized care plans for populations that traditional healthcare

settings tend to ignore. A healthcare organization can use Health Cloud to establish a "Youth Care Plan" for adolescent patients between 12 and 24 years old because this age group requires specialized developmental care. The template development for this group would draw from research about best practices to create a modified HEEDSSS psychosocial assessment (Home, Education/employment, Eating, Activities, Drugs, Sexuality, Suicide/depression, Safety) for nurses. The platform guides nurses to ask developmentally suitable questions about peer relationships and school and home environment to ensure complete assessment of young persons' needs which results in improved communication and suitable care delivery in adult hospitals. [19]

The platform enables advanced population health management through risk stratification. The Salesforce Einstein analytics system enables providers to analyze clinical and nonclinical data from their entire patient population to detect patients who face high risks of adverse events including hospital readmission and disease progression. The system enables providers to segment patients who need targeted care management programs so resources reach their highest impact areas. [14]

Health Cloud simplifies daily operations through its intelligent Task Management and Automation features. The "Today" page functions as a command center for care coordinators who receive a task list that includes medication refill reminders and follow-ups on unattended appointments for their entire patient panel. The system enables efficient workload management because users do not need to switch between different systems. [5] The automation of administrative tasks, including patient intake, referrals, and prior authorizations, decreases manual work while speeding up healthcare delivery. [20]

#### ***D. Mechanisms for Connected Patient Engagement***

Health Cloud establishes fundamental connections between patients and providers and their entire care team. The platform offers multiple digital tools that support this engagement. The platform enables secure private communities for patient care network members to communicate instantly. [5] The collaboration tools of Salesforce enable physicians, coordinators, specialists, and family members to share updates, assign tasks, and coordinate activities from any device while maintaining alignment with the patient's care plan. [14]

The Patient Portals developed on Salesforce Experience Cloud (formerly Community Cloud) provide patients with the ability to take control of their healthcare. Patients access their health info through a secure website or mobile apps to view their care plans, upcoming appointments, and educational materials, and communicate with providers through secure messaging. The self-service feature enhances patient satisfaction while decreasing provider staff workload because it directs basic phone inquiries to patient self-management.

The platform enables providers to interact with patients through their preferred communication channels as part of a comprehensive omnichannel communication strategy. The system surpasses the outdated phone tag system by providing modern communication methods that consumers now expect, as shown in Table II. Healthcare organizations can provide timely, relevant, and effective communication by reaching patients through their preferred channels of communication.

TABLE II- COMPARATIVE ANALYSIS OF PATIENT COMMUNICATION CHANNELS

Communication Method	Description	Key Limitations / Benefits
<b>Phone Calls/Voicemail</b> (Traditional)	Synchronous one-to-one voice communication	<b>Limitations:</b> Inefficient, labor-intensive; often requires 3–4 calls for routine issues.
<b>Postal Mail</b> (Traditional)	Asynchronous, paper-based messages	<b>Limitations:</b> Slow, costly, non-interactive; no receipt confirmation, poor patient experience.
<b>Patient Portal</b> (Health Cloud)	Secure web/mobile access to records and messaging	<b>Benefits:</b> 24/7 access, fewer routine calls, centralized patient-provider communication.
<b>Secure Messaging/Chat</b> (Health Cloud)	Real-time or async text via portal or app	<b>Benefits:</b> Preferred by patients, faster issue resolution, 28% call reduction, audit trail.
<b>Automated Reminders</b> (Health Cloud)	SMS/email outreach for appointments, refills, tasks	<b>Benefits:</b> Scalable, reduces no-shows, improves adherence, minimizes staff workload.

#### IV. ANALYSIS OF IMPACT, IMPLEMENTATION, AND STRATEGIC POSITIONING

The extensive architectural and functional capabilities of Salesforce Health Cloud need evaluation through its real-world healthcare delivery impact and implementation feasibility and competitive health IT positioning. The practical assessment of Health Cloud includes an evaluation of its real-world impact on healthcare delivery, its implementation feasibility, and its competitive position in the health IT market.

##### A. *Evaluating the Impact on Patient and Provider Experience: A Review of Use Cases*

Multiple healthcare organizations have started to achieve measurable results through Health Cloud adoption, which supports the Triple Aim objectives of better health outcomes, improved patient experience, and reduced costs.

The platform enables better patient results and satisfaction because it merges data to create personalized care plans for better chronic disease management. Care teams can develop personalized plans through the integration of blood glucose data with medication and lifestyle information to help diabetic patients achieve better blood sugar control and improved life quality. Your patient retention rates will improve when you implement proactive engagement tools. The case study showed that providers gained 40% faster access to patient data and patient engagement activities rose by 50%. Automated reminder systems combined with easier appointment rescheduling methods reduced no-show rates by 35%. The company achieves better care continuity and increased revenue through this approach.

Value-based care initiatives focus on reducing hospital readmissions because they represent both costly and preventable events. Health Cloud solves this problem through its ability to perform thorough post-discharge follow-up and active management of patients who are at high risk. The identification of at-risk patients through care management programs with automated check-ins and telehealth options enables providers to prevent hospital readmissions. The improvement of care team collaboration leads to a 15% reduction in readmission rates according to research findings.

The platform creates positive effects on both provider operational efficiency and burnout reduction. Health Cloud reduces administrative work for clinicians through its automated system, which handles patient intake, referral management, and documentation tasks. [20] The implementation of automation technology reduces administrative work by 40% which enables clinicians to dedicate their time to patient care and complex medical decisions. The system enhances operational efficiency while simultaneously addressing the increasing clinician burnout issue.

##### B. *Fostering Collaboration Across the Care Continuum*

The Health Cloud platform functions as an essential collaborative platform that eliminates the

communication obstacles that have persisted throughout the healthcare sector. The entire care continuum connects through Health Cloud because it links primary care physicians with specialists, pharmacists, and home health nurses [14]. The platform provides essential support for community-based "upstream" interventions, which focus on preventing acute events from happening in the first place. Health Cloud functions as the core system for programs that employ Community Health Workers (CHWs) to perform health screenings at non-traditional locations, including barbershops and churches. Through Health Cloud, a CHW can record high blood pressure readings, which will automatically initiate a follow-up assignment for a care coordinator while adding the patient to hypertension management and sending educational materials to their patient portal. The platform shows that it can connect the existing continuum and go straight into the community to deal with risk factors and improve the health of the population. [21] Big healthcare companies have accepted the platform. Humana chose Salesforce Health Cloud to run its company-wide care management platform because it is a top health and well-being company. The initiative aims to provide its multidisciplinary care teams with a unified view of each member through a single platform, enabling better care coordination and improved health outcomes. [22] The platform demonstrates its ability to function as the unifying element for advanced healthcare systems through this extensive deployment.

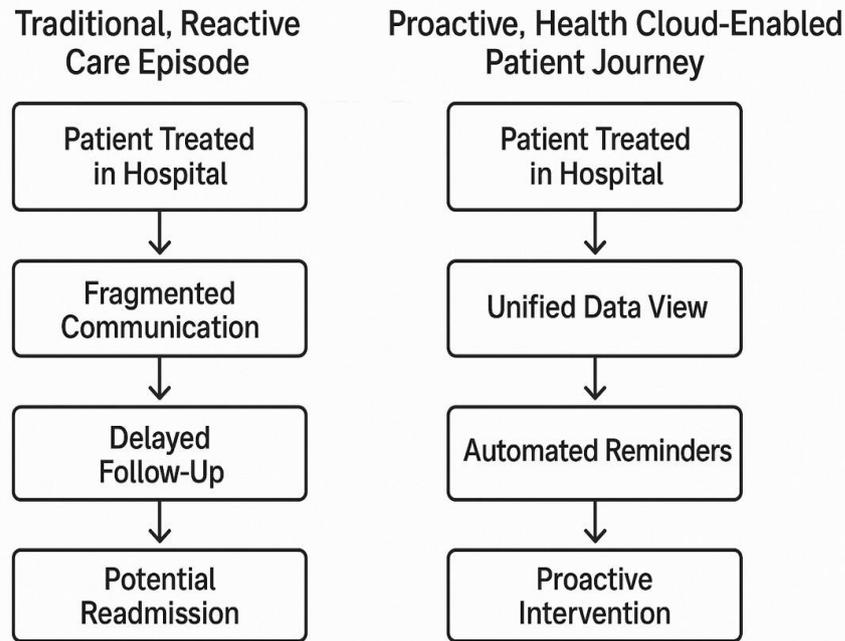
### ***C. Implementation Realities: Challenges, Criticisms, and Critical Success Factors***

The implementation of Salesforce Health Cloud presents major challenges because it represents a complex process. The success or failure of a deployment depends on the hurdles that must be acknowledged during a balanced analysis.

#### **Key Implementation Challenges:**

- **Cost:** Health Cloud is a premium platform. In addition to high licensing fees, the total cost of ownership also includes high implementation, customization, data migration, and maintenance costs. The high-cost functions as an obstacle that prevents smaller clinics and hospitals with restricted IT budgets from adopting the system.
- **Data Migration and Integration:** This is arguably the most critical and difficult aspect of any Health Cloud implementation. The integration process between Health Cloud and deeply entrenched and often proprietary legacy systems, especially EHRs, presents a complex technical challenge. Organizations encounter various obstacles when working with independent systems which have incompatible data formats and no standardized APIs. Major EHR vendors like Epic require specialized expertise and substantial investments in middleware solutions to achieve perfect two-way integration. The platform relies on reliability and quality of data feeds for its overall success.
- **Change Management and User Adoption:** For technology to work, people have to use it. The biggest problem with using the technology is that the people who work in the clinic and the office don't want to change how they do things. If organizations don't have a change management plan that includes clear communication, thorough training, and buy-in from all stakeholders from the start, they risk low user adoption, which hurts the project's ROI.

• **Over-Customization:** The Salesforce platform’s ability to be flexible is one of its best features, but it can also be a problem. Wanting to change every part of the platform to match old workflows can make the system too complicated and fragile. This "technical debt" makes the platform difficult to maintain, upgrade, and scale, ultimately negating many of the benefits of a cloud-based solution.



**Fig. 3.** Comparison of reactive versus proactive patient care journeys enabled by Health Cloud.

Many users have left negative reviews on the platform. The platform is like a lot of different products piled on top of the core Service Cloud, according to the first users. This demonstrates that integrating features isn’t always easy. Bulk data imports have been reported by some users to be problematic, particularly when utilizing encryption features like Salesforce Shield. Additionally, a lot of desired workflows still require extensive custom development before they can be put to use.

**D. The Health Cloud Competitive Ecosystem vs EHRs and CRMs**

Salesforce Health Cloud operates independently of other systems. In the highly competitive and crowded health IT market, it faces off against other CRM providers as well as traditional EHR vendors on a number of fronts.

To understand the main difference between Health Cloud and older EHR systems like Epic and Cerner, you need to know what it is. For medical charting, ordering, and billing, EHRs act as "systems of record." Health Cloud’s system of engagement is designed to manage patient relationships and their entire journey. The main structure of the best EHRs, such as Epic, is based on clinical transactions that occur in healthcare facilities through their patient portal systems (like MyChart) and telehealth integration. Health Cloud stands out because it integrates clinical information with social data, behavioral insights, and non-clinical records to create a comprehensive patient profile. The system achieves this by examining the entire patient experience beyond clinical visits. Salesforce chose to connect Health Cloud with existing EHR systems instead of replacing them. The two systems operate together through this integration which provides enhanced relationship management capabilities beyond standard record management functions.

The healthcare CRM market includes Microsoft Dynamics 365 as a major competitor. Microsoft Cloud for Healthcare benefits from its broad customer base of enterprise products, including Office 365 and Teams, and the Azure cloud platform, to provide a unified solution. The system excels at data analytics and AI, but users might find it less flexible than Salesforce Health Cloud. The healthcare CRM market has seen HubSpot and other CRM players enter, but their solutions primarily focus on patient acquisition and marketing aspects of the patient journey ("top of the funnel") instead of the deep clinical care management and coordination that Health Cloud specializes in.

The competitive relationship demonstrates a wider strategic approach. Salesforce needs to work with EHR vendors for short-term integration success, but its long-term plan involves moving health IT toward its own center of power. Through its ownership of the patient engagement layer, which serves as the main interface for patient-provider coordination, Salesforce aims to make EHRs function as basic clinical data utilities. The more Health Cloud controls the patient journey, the more essential it becomes as the central hub of the healthcare ecosystem.

## V. CONCLUSION

The healthcare industry requires urgent technological solutions to address existing system problems while transitioning toward value-based patient-centered care models. The research demonstrates that the present healthcare system does not fulfill the requirements of contemporary care delivery, particularly for patients who need complex and extended medical treatment. The system has three main problems: it has fragmented data, it does not integrate well with other systems, and it fails to engage patients effectively.

Salesforce Health Cloud serves as a powerful technological solution to overcome these systemic problems. The platform functions as an engagement system rather than a record system, which allows Salesforce to enhance existing EHR systems instead of replacing them. The platform delivers its main value through its capability to merge various data sources, including clinical, non-clinical, behavioral, and patient-generated information, into a single unified patient view. The complete patient perspective serves as the base for multiple effective tools that support active collaborative care management and individualized omnichannel patient engagement. The platform demonstrates evidence of delivering measurable patient outcome enhancements, better patient satisfaction, reduced hospital readmissions, and improved provider efficiency when used correctly.

The classification of Health Cloud as a complete "revolution" seems premature at this stage. The platform represents a major essential development in patient relationship management rather than a revolutionary change. The platform does not resolve the industry's interoperability crisis on its own because its success relies on it. The implementation of Health Cloud requires significant investment because data integration and change management issues demonstrate the problems it aims to solve. The system will deliver its most significant value in situations where its failures are most severe, such as protecting "unbefriended" patients who face the highest risks from lacking coordinated 360-degree views [9].

Salesforce Health Cloud's future depends on a number of important trends. To get the most out of a connected healthcare system, interoperability standards, especially FHIR, need to keep getting better. To maximize the benefits of these robust new tools, healthcare organizations must master the art and science of change management. The direct integration of artificial intelligence and predictive analytics into CRM workflows will transform care from reactive to proactive, enabling personalized interventions that improve population health. Salesforce Health Cloud has created a new health IT frontier through its establishment of patient relationships as the central manageable asset for achieving better health for everyone.

## REFERENCES:

- [1] Patient Engagement Action Team. 2017. Engaging Patients in Patient Safety – a Canadian Guide. Canadian Patient Safety Institute. Last modified Dec. 2019. Available at: [www.patientsafetyinstitute.ca/engagingpatients](http://www.patientsafetyinstitute.ca/engagingpatients)
- [2] The Office of the National Coordinator for Health Information Technology, "Understanding the Value of Health IT: An Educational Module for Long-Term and Post-Acute Care Providers," *HealthIT.gov*. [Online]. Available: <https://www.healthit.gov/sites/default/files/playbook/pdf/educational-module-LTPAC.pdf>.
- [3] P. Durneva, K. Cousins, and M. Chen, "The current state of research, challenges, and future research directions of blockchain technology in patient care: Systematic review," *J Med Internet Res*, vol. 22, no. 7, Art. no. e18619, Jul. 2020, doi: 10.2196/18619.
- [4] T. Tate, "How Salesforce Health Cloud Works With Your EMR Data," *SOLTECH*. [Online]. Available: <https://soltech.net/how-salesforce-health-cloud-works-with-your-emr-data/>.
- [5] Salesforce.com, *Introducing Salesforce Health Cloud: 3 Core Advantages*, 2015. [Online]. Available:

- [https://a.sfcdstatic.com/content/dam/www/ocms/assets/pdf/industries/healthcare\\_3\\_core\\_advantage\\_s.pdf](https://a.sfcdstatic.com/content/dam/www/ocms/assets/pdf/industries/healthcare_3_core_advantage_s.pdf).
- [6] Salesforce, "Salesforce Introduces Salesforce Health Cloud — Building Patient Relationships, Not Records," *Salesforce News*, San Francisco, CA, Sept. 2, 2015.
- [7] D. McCarthy, A. Cohen, and M. B. Johnson, "Gaining ground: Care management programs to reduce hospital admissions and readmissions among chronically ill and vulnerable patients," *The Commonwealth Fund*, Pub. 1658, vol. 5, Jan. 2013. [Online]. Available: [https://www.commonwealthfund.org/sites/default/files/documents/\\_\\_\\_media\\_files\\_publications\\_case\\_study\\_2013\\_jan\\_1658\\_mccarthy\\_care\\_transitions\\_synthesis\\_v2.pdf](https://www.commonwealthfund.org/sites/default/files/documents/___media_files_publications_case_study_2013_jan_1658_mccarthy_care_transitions_synthesis_v2.pdf).
- [8] The Commonwealth Fund, "Designing a High-Performing Health Care System for Patients with Complex Needs: Ten Recommendations for Policymakers," *The Commonwealth Fund*, Sep. 08, 2017. [Online]. Available: <https://www.commonwealthfund.org/publications/fund-reports/2017/sep/designing-high-performing-health-care-system-patients-complex>.
- [9] T. M. Pope, "Unbefriended and unrepresented: Better medical decision making for incapacitated patients without healthcare surrogates," *Ga. St. U. L. Rev.*, vol. 33, no. 4, pp. 923-1019, 2017. [Online]. Available: <https://readingroom.law.gsu.edu/gsulr/vol33/iss4/3>
- [10] B. Siwicki, "Sponsored: HIMSS19 readiness guide: Patient engagement and experience," *Healthcare IT News*, Feb. 4, 2019. [Online]. Available: <https://www.healthcareitnews.com/news/sponsored-himss19-readiness-guide-patient-engagement-and-experience>.
- [11] K. Poussard, C. Elkins, and G. E. Gilbert, "Can you hear me now? A patient portal initiative program to increase patient engagement in an outpatient primary care setting," *Online J. Nurs. Inform.*, vol. 25, no. 1, 2021. [Online]. Available: <https://www.himss.org/resources/can-you-hear-me-now-patient-portal-initiative-program-increase-patient-engagement>
- [12] Engage IL, *Managing Multiple Chronic Conditions (MCC): Challenges in the Care of Older Adults*, Illinois, USA: Engage IL, Apr. 2018. [Online]. Available: [https://engageil.com/wp-content/uploads/2018/04/Managing-Multiple-Chronic-Conditions-in-Older-Adults\\_Phase-3-One\\_Slide\\_Per\\_Page.pdf](https://engageil.com/wp-content/uploads/2018/04/Managing-Multiple-Chronic-Conditions-in-Older-Adults_Phase-3-One_Slide_Per_Page.pdf).
- [13] M. E. Young, "House Calls to Prevent Readmissions: A Win-Win," *Readmissions News*, vol. 7, no. 8, pp. 1, 3-4, Aug. 2018. [Online]. Available: <https://www.bumc.bu.edu/bumg/files/2018/10/Young.2018.Readmissions.pdf>
- [14] Z. Brueck, "5 reasons healthcare providers should use salesforce as a healthcare CRM," *Salesforce Ben*, Jun. 1, 2022. [Online]. Available: <https://www.salesforceben.com/5-reasons-healthcare-providers-should-use-salesforce-as-a-healthcare-crm/>.
- [15] Salesforce.com, *Integrating with Salesforce Health Cloud*. San Francisco, CA, USA: Salesforce.com, 2021. [Online]. Available: [https://www.salesforce.com/content/dam/web/en\\_us/www/images/form/pdf/healthcloud-integration-ebook.pdf?bc=OTH](https://www.salesforce.com/content/dam/web/en_us/www/images/form/pdf/healthcloud-integration-ebook.pdf?bc=OTH).
- [16] "Care Program Enrollment Data Model," *Salesforce Developers*. [Online]. Available: [https://developer.salesforce.com/docs/atlas.en-us.234.0.health\\_cloud\\_object\\_reference.meta/health\\_cloud\\_object\\_reference/hc\\_membership\\_data\\_model.htm](https://developer.salesforce.com/docs/atlas.en-us.234.0.health_cloud_object_reference.meta/health_cloud_object_reference/hc_membership_data_model.htm).
- [17] "Salesforce Health Cloud Implementation Services," *Dhruvsoft*. [Online]. Available: <https://www.dhruvsoft.com/salesforce-health-cloud-implementation/>.
- [18] Salesforce, "Care Management (Managed Package)," in *Salesforce Health Cloud Developer Guide*. [Online]. Available: [https://developer.salesforce.com/docs/atlas.en-us.236.0.health\\_cloud\\_object\\_reference.meta/health\\_cloud\\_object\\_reference/hc\\_care\\_management\\_data\\_model.htm](https://developer.salesforce.com/docs/atlas.en-us.236.0.health_cloud_object_reference.meta/health_cloud_object_reference/hc_care_management_data_model.htm).
- [19] T. Sturrock, L. Masterson, and K. Steinbeck, "Adolescent appropriate care in an adult hospital: The use of a youth care plan," *Australian Journal of Advanced Nursing*, vol. 24, no. 3, pp. 49–53, 2007. [Online]. Available: <https://www.ajan.com.au/index.php/AJAN/article/download/1893/606/9800>

- [20] A. Khanna, "Salesforce adds new intelligent document automation features for Health Cloud," *Salesforce News*, Sep. 21, 2021. [Online]. Available: <https://www.salesforce.com/news/stories/salesforce-intelligent-document-features/>.
- [21] V. J. Bufalino *et al.*, "Frontiers of upstream stroke prevention and reduced stroke inequity through predicting, preventing, and managing hypertension and atrial fibrillation," *Circ Cardiovasc Qual Outcomes*, vol. 13, no. 7, Art. no. e006780, Jul. 2020, doi: 10.1161/CIRCOUTCOMES.120.006780.
- [22] Salesforce, "Humana selects Salesforce to deliver connected, personalized healthcare for its members at scale," *Salesforce News*, Sep. 2, 2020. [Online]. Available: <https://www.salesforce.com/news/press-releases/2020/09/02/humana-selects-salesforce-to-deliver-connected-personalized-healthcare/>.